



CAREER CLUSTER
Marketing

CAREER PATHWAY
Professional Selling

INSTRUCTIONAL AREA
Product/Service Management

SALES MANAGEMENT MEETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Develop strategies to position products/services.
2. Develop strategies to position corporate brands.
3. Explain the role of customer service in positioning/image.
4. Describe the use of target marketing in professional selling.
5. Explain the concept of marketing strategies.

CASE STUDY SITUATION

SIMMONS CREEK COUNTRY CLUB has been in business for over 100 years. Club membership used to be considered an elite status symbol, with only the wealthy and aristocratic able to afford the hefty fees. With a changing market, club membership is now open to new audiences. SIMMONS CREEK COUNTRY CLUB has a large dining room featuring chef created menu items, tennis courts, swimming pools, racquetball courts, fitness centers, horseback riding and several lounges. While the club does not have a golf course, it is highly popular due to the lack of other country clubs in the region.

The club is in a city with 300,000 residents. The area around the club has grown over the last century, so there is no room for major expansion. While children are allowed membership to the club through a family membership, there have not been any activities specifically for children, so their presence is rare.

Currently, the initiation fee to join SIMMONS CREEK COUNTRY CLUB is \$5,000. The initiation fee is a one-time fee. The monthly fees vary, from \$300/month for a couple to \$500/month for a family. 75% of the club's current membership is 60 years old and older. Only 5% of club memberships are families.

Due to a decline in new memberships and the aging population of current members, executives at the club have made renovations to offer more services for families. There are now daycare services, seasonal camps for children, swimming, tennis and racquetball lessons for children and a swimming pool designated for children's use with lifeguards on duty. Club executives hope these new services will attract new families to join.

YOUR CHALLENGE

You manage a sales team of ten people. The sales team's job is to solicit new members to the club. Now that SIMMONS CREEK COUNTRY CLUB is ready to announce the new services targeting families, you will need to train the sales team on how to effectively market to families in the area. Many young families feel that country clubs are antiquated and they personally do not fit the old image of the type of people that join country clubs.

You will discuss effective strategies and plan marketing activities that will effectively position SIMMONS CREEK COUNTRY CLUB and its new services to families in the area, changing their perceptions of country clubs in general. Your plan should include strategies to encourage families to visit SIMMONS CREEK COUNTRY CLUB and later become members.

You will meet with a member, or members, of the SIMMONS CREEK COUNTRY CLUB sales team to discuss your strategies.



SALES MANAGEMENT MEETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Final

I.D. Number: _____

INSTRUCTIONAL AREA:
Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop strategies to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop strategies to position corporate brands?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the role of customer service in positioning/image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe the use of target marketing in professional selling?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						